

**From:** Riebe, Edgar C  
**To:** [Juneau, Denise M](#); [Berge, JoLynn D](#)  
**Cc:** [Campbell, Carri J](#); [Nakanishi, Rachel](#)  
**Subject:** Budget video  
**Date:** Friday, September 27, 2019 7:38:43 PM

---

Hello Denise and JoLynn,

I wanted to share with you the edited video from today. We are planning to revise the text in several places, add the finance page info to the end, and then release the video on Monday.

<https://vimeo.com/362901045>

Password is [REDACTED]

Please let me know if you have any feedback, necessary changes, or concerns. Thank you!

Best regards,  
Edgar

Edgar Riebe (pronouns: he/him/his)  
Manager, Electronic Professional Development (ePD) and Media Operations Center (MOC)  
[ecriebe@seattleschools.org](mailto:ecriebe@seattleschools.org)  
T: 206-252-0729  
C: 206-406-1764  
[www.seattleschools.org/MOC](http://www.seattleschools.org/MOC)

Get [Outlook for iOS](#)

**From:** Campbell, Carri J  
**To:** [Riebe, Edgar C](#)  
**Cc:** [Juneau, Denise M](#); [Berge, JoLynn D](#)  
**Subject:** FW: embargoed video - new comms strategy  
**Date:** Sunday, September 29, 2019 10:06:54 PM

---

Hey Edgar:

I OK'd Denise sharing the draft enrollment video with the board; we don't want them surprised about the new approach.

First two bullets can't be addressed; but the third I believe can. Can address Rick's concern at 2:46.

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I can let them know we will translate for non-English families but won't be able to do all for all videos because of cost. Only for those that are essential. We need to determine criteria for translation.

We will post English first and translated versions to follow.

Carri

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**From:** Burke, Richard A <[rick.burke@seattleschools.org](mailto:rick.burke@seattleschools.org)>  
**Sent:** Sunday, September 29, 2019 9:45 PM  
**To:** Juneau, Denise M <[Denise.Juneau@seattleschools.org](mailto:Denise.Juneau@seattleschools.org)>  
**Cc:** Campbell, Carri J <[cjcampbell@seattleschools.org](mailto:cjcampbell@seattleschools.org)>; Berge, JoLynn D <[jdberge@seattleschools.org](mailto:jdberge@seattleschools.org)>; Harris, Leslie S <[leslie.harris@seattleschools.org](mailto:leslie.harris@seattleschools.org)>  
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Thanks for all you do.

-Rick

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**From:** Juneau, Denise M <[Denise.Juneau@seattleschools.org](mailto:Denise.Juneau@seattleschools.org)>

**Sent:** Sunday, September 29, 2019 8:41 PM

**To:** SchoolBoard <[SchoolBoard@seattleschools.org](mailto:SchoolBoard@seattleschools.org)>

**Subject:** embargoed video - new comms strategy

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Hope you had a great weekend.

Denise

**From:** Juneau, Denise M  
**To:** [Riebe, Edgar C](#)  
**Cc:** [Berge, JoLynn D](#); [Campbell, Carri J](#); [Nakanishi, Rachel](#); [Kokx, Sherri K](#)  
**Subject:** Re: Budget video  
**Date:** Friday, September 27, 2019 8:04:48 PM

---

JoLynn is cool!

Sent from my iPhone

On Sep 27, 2019, at 7:38 PM, Riebe, Edgar C <[ecriebe@seattleschools.org](mailto:ecriebe@seattleschools.org)> wrote:

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**From:** Berge, JoLynn D  
**To:** [Juneau, Denise M](#); [Riebe, Edgar C](#)  
**Cc:** [Campbell, Carri J](#); [Nakanishi, Rachel](#); [Kokx, Sherri K](#)  
**Subject:** Re: Budget video  
**Date:** Friday, September 27, 2019 10:40:00 PM

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Ha! Trying to keep up with you!

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

**From:** "Juneau, Denise M" <Denise.Juneau@seattleschools.org>  
**Date:** 9/27/19 8:05 PM (GMT-08:00)  
**To:** "Riebe, Edgar C" <ecriebe@seattleschools.org>  
**Cc:** "Berge, JoLynn D" <jdberge@seattleschools.org>, "Campbell, Carri J" <cjcampbell@seattleschools.org>, "Nakanishi, Rachel" <ranakanishi@seattleschools.org>, "Kokx, Sherri K" <skkokx@seattleschools.org>  
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**From:** Kokx, Sherri K  
**To:** [Juneau, Denise M](#)  
**Cc:** [Riebe, Edgar C](#); [Berge, JoLynn D](#); [Campbell, Carri J](#); [Nakanishi, Rachel](#)  
**Subject:** Re: Budget video  
**Date:** Friday, September 27, 2019 8:23:21 PM

---

Rockstars

On Sep 27, 2019, at 8:04 PM, Juneau, Denise M <[Denise.Juneau@seattleschools.org](mailto:Denise.Juneau@seattleschools.org)> wrote:

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**Cc:** [Berge, JoLynn D](#); [Nakanishi, Rachel](#); [Kokx, Sherri K](#)  
**Subject:** RE: Budget video  
**Date:** Friday, September 27, 2019 10:27:40 PM

---

So are you You all did a great job.

Carri

---

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**Sent:** Friday, September 27, 2019 8:05 PM  
**To:** Riebe, Edgar C <ecriebe@seattleschools.org>  
**Cc:** Berge, JoLynn D <jdberge@seattleschools.org>; Campbell, Carri J <cjcampbell@seattleschools.org>; Nakanishi, Rachel <ranakanishi@seattleschools.org>; Kokx, Sherri K <skkokx@seattleschools.org>  
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**To:** [Campbell, Carri J](#)  
**Cc:** [Juneau, Denise M](#); [Berge, JoLynn D](#)  
**Subject:** RE: embargoed video - new comms strategy  
**Date:** Monday, September 30, 2019 11:05:10 AM

---

Thank you Carri. I updated the video to address the 3<sup>rd</sup> point.

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Edgar

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**From:** Campbell, Carri J <[cjcampbell@seattleschools.org](mailto:cjcampbell@seattleschools.org)>  
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**To:** Riebe, Edgar C <[ecriebe@seattleschools.org](mailto:ecriebe@seattleschools.org)>  
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**To:** Juneau, Denise M <[Denise.Juneau@seattleschools.org](mailto:Denise.Juneau@seattleschools.org)>  
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Thanks for all you do.

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**Sent:** Sunday, September 29, 2019 8:41 PM

**To:** SchoolBoard <[SchoolBoard@seattleschools.org](mailto:SchoolBoard@seattleschools.org)>

**Subject:** embargoed video - new comms strategy

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**Subject:** RE: embargoed video - new comms strategy  
**Date:** Monday, September 30, 2019 11:18:57 AM

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Thank you. Carri

---

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**Sent:** Monday, September 30, 2019 11:05 AM  
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Directors,

As you read in the Friday memo, we have a comms strategy to get our stories about big issues out into the public in a variety of formats – press releases, social media, and the like. As you know, most times, the media does not accurately tell our story and/or only tells part of it. So we are going to add some video content through the new Media Operations Center's manager, Edgar Reibe.

At the link, you can find the first short informational video about enrollment, budget, and staffing. It's an interview format with me and Chief Berge. JoLynn, per usual, is great. It's not quite Between Two Ferns, but maybe, someday.

This video is EMBARGOED until our comms team sends out tomorrow. There are a few more tweaks to be made.

Just wanted you all to have a sneak peek. More to come . . .

<https://vimeo.com/362901045>

Password is [REDACTED]

Hope you had a great weekend.

Denise

**From:** Campbell, Carri J  
**To:** [Juneau, Denise M](#); [Berge, JoLynn D](#); [Riebe, Edgar C](#)  
**Cc:** [Kokx, Sherri K](#)  
**Subject:** Prompts for tomorrow - 8:30 in Denise's office  
**Date:** Thursday, September 26, 2019 5:14:11 PM  
**Attachments:** [image001.png](#)  
[Budget Process and Prompts.docx](#)  
**Importance:** High

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**From:** Campbell, Carri J  
**Sent:** Thursday, September 26, 2019 4:00 PM  
**To:** Juneau, Denise M <Denise.Juneau@seattleschools.org>; Berge, JoLynn D <jdberge@seattleschools.org>; Riebe, Edgar C <ecriebe@seattleschools.org>  
**Subject:** Change of plans for tomorrow - no filming  
**Importance:** High

Hi everyone:

I just had a really good conversation with Principal Smith. Bottom line he will do what he needs to support, but would like the weekend to think over the best strategy. He doesn't want the communication (video) to "pit him" against the community unintentionally.

**I have asked Wendi to hold 9-10 a.m. on Monday and Keith is also down here for LLD on Tuesday so we can reschedule.** He has these times held on his calendar. After talking with him I think there are two possible options 1) continue with the video idea or 2) create a written interview that we post on the RBHS website and push out on social. This is the other strategy Keith and I discussed.

In the meantime he has already talked with the teachers/students quoted in the Crosscut article to clarify that the district didn't "cut" social studies; it was a BLT decision. The challenge we will need to resolve is that they were negatively affected by lower projections than they ended up with.

Goal in talking with Keith is that we (district and school) look united in supporting students. I told him that I would send draft questions to him tonight to review and think about and that tomorrow we can regroup and decide how to best proceed.

Carri



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